

## ORDER



**Orders**  
**Order / Rev:** 711782  
**Alt Order #:** 6305101  
**Product Desc:** SODERBERG FOR SENATE  
**Estimate:** 582  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 09/20/12 / 09/20/12  
**Order Type:** Political

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Abar Hutton Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Soderberg, N/ D/ State Senate  
**Demographic:** A35+  
**Product Codes:** PL-State Senate  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	53	\$17,415.00	\$14,802.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$17,415.00	\$14,802.75	0.00
<b>Totals</b>	<b>53</b>	<b>\$17,415.00</b>	<b>\$14,802.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	32%	\$17,415.00
Market	100%	\$54,421.88

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$3,809.53
WCWJ	2%	\$1,088.44
WJXT	33%	\$17,959.22
WJXX	7%	\$3,809.53
WTEV	19%	\$10,340.16

CHS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WTLV	10/10/12	10/12/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	--W-F--	:30	2	\$900.00	P-1	0.00	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --W-F-- 2 \$900.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WTLV 10/08/12-10/14/12 M-F 6-7a 6a-7a (6:00 AM-6:30 A--W--F---- :30 (\$900.00) 0.00 NM Credited [CR]															
2 WTLV 10/08/12-10/14/12 M-F 6-7a 6a-7a (6:00 AM-6:30 A--W--F---- :30 (\$900.00) 0.00 NM Credited [CR]															
N 5	WTLV	10/09/12	10/15/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00

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Advertiser: Soderberg, N/ D/ State Senate  
 Product Desc: SODERBERG FOR SENATE  
 Estimate: 582  
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WTLV	10/09/12	10/15/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/09/12	10/15/12	MTWTF--		4			\$800.00		0.00				
N 10	WTLV	10/09/12	10/15/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	MTWTF--	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/09/12	10/15/12	MTWTF--		4			\$100.00		0.00				
N 11	WTLV	10/09/12	10/15/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MT--F--	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/09/12	10/15/12	MT--F--		2			\$125.00		0.00				
N 17	WTLV	10/10/12	10/12/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	--W-F--	:30	2	\$1,000.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--W-F--		2			\$1,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTLV	10/08/12-10/14/12	M-F 7-730p		M-F 7p-7:30p	--W--F----	:30		(\$1,000.00)		0.00	NM		
		Credited [CR]													
	2	WTLV	10/08/12-10/14/12	M-F 7-730p		M-F 7p-7:30p	--W--F----	:30		(\$1,000.00)		0.00	NM		
		Credited [CR]													
N 18	WTLV	10/09/12	10/11/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	-T-T---	:30	2	\$1,200.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-T-T---		2			\$1,200.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTLV	10/08/12-10/14/12	M-F 730-8p		M-F 7:30p-8p	-T-Th-----	:30		(\$1,200.00)		0.00	NM		
		Credited [CR]													
	2	WTLV	10/08/12-10/14/12	M-F 730-8p		M-F 7:30p-8p	-T-Th-----	:30		(\$1,200.00)		0.00	NM		
		Credited [CR]													
N 21	WTLV	10/10/12	10/10/12	Wed Prime C Wed Prime C	CM	Wed 10p-11p	--W----	:30	1	\$2,100.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--W----		1			\$2,100.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTLV	10/08/12-10/14/12	Wed Prime C		Wed 10p-11p	--W-----	:30		(\$2,100.00)		0.00	NM		
		Credited [CR]													
N 23	WTLV	10/13/12	10/14/12	Sa-Su 6-630p Sa-Su 6-6:30pm	CM	Sat-Sun 6p-6:30p	-----SS	:30	1	\$335.00	P-3	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----SS		1			\$335.00		0.00				
													Totals	53	\$17,415.00



FAX# 610-225-7233

REP: TEL# 610-293-4100

REP HEADLINE# 6305101

CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS RPT. FROM STATION SEP20/12 11.0  
\*\*\* WTLV-TV \*\*\*

NEW	BIAS#	DATE
ADD	\$\$\$ MOD# 0: APPROVED REV #1 \$\$\$	ABAR HUTTON MEDIA
DELETE		POLI/N SODERBERG/D/SSN/FL
ORDER		SODERBERG FOR SENATE
LINE/S		JIM QUINN
		- PHILADELPHIA
		9/AREA
PARTIAL LINE/S		10/BILL CODE
AGENCY - 6190 GROVEDALE COURT, SUITE 200		16/BYR - BARBARA ABAR
ADDRESS ALEXANDRIA, VA 22310		17/RTG SVC - NSI
START DATE-OCT9/12	END DATE-OCT15/12	WK-1
		CO-OP KEY D/P REC#
		58/CITY TAX

REP: REVISED LNS 3,17,18,21  
CANX LNS 5,10,11,23  
REVISED TTL:\$17,415  
PLS CNF  
THANKS  
ANGELA

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 17415.00  
TOTAL SPOTS 53